



TABLE OF CONTENTS

01

PROSPECTING AND STRATEGY GUIDE

02

FINDING A NICHE

02

YOUR PASSIONS AND INTERESTS

02

RESEARCH ABOUT YOUR COMPETITION

04

FIND YOUR NICHE'S PROFITABILITY

05

15 BEST NICHE'S FOR ONLINE COURSES

05

VALIDATING YOUR IDEA

07

PROSPECTING

08

OUTREACH

10

SELLING

11

UPSELLING

11





TABLE OF CONTENTS

CONCLUSION 12



